

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

10 MARCH 2017

3.00pm – 5.00pm

(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO (2) SECTIONS** and **8** pages (inclusive of the cover page).
2. **SECTION A** contains 20 multiple-choice questions (worth 30 marks). **Answer ALL questions.** Please shade answers in the **Multiple-choice Answer Sheet** provided.
3. **SECTION B** contains 3 structured questions (worth 70 marks). **Answer ALL questions.** The distribution of the marks for each question is given. Write your answers in the **Answer Booklet** provided.

Section A: Multiple Choice Questions. Answer All (30 Marks)

1. Which of the following is one of the reasons for a manager to know about research?
 - a) To seek ways to find effective solution to business related problems.
 - b) To seek ways to avoid paying taxes.
 - c) To seek ways to solve the competitors problems.
 - d) To seek ways to disenfranchise the customers.
2. For what specific purpose is basic research important?
 - a) To solve specific problem in particular situations where early action might be needed.
 - b) To facilitate the relationship between the managers and researchers
 - c) To facilitate the problem solving process and benefit the research team.
 - d) To generate and build upon the existing knowledge in the areas of interest.
3. The research method that enables a researcher to infer result from the analysis of data is
 - a) inductive
 - b) applied
 - c) deductive
 - d) basic
4. One of the hallmarks of scientific research is
 - a) subjectivity
 - b) relativity
 - c) objectivity
 - d) difficulty
5. Which of the following is a function of preliminary data gathering?
 - a) To monitor the implementation of solution to the problem.
 - b) To influence management decision
 - c) To support the management research interest.
 - d) To narrow down the problem.

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6. An example of a good problem statement is
- a) flexible work hour is strongly associated with productivity.
 - b) the introduction of flexible work hours has created more problems than it has solved.
 - c) flexible work hour is negatively associated with employee's turnover.
 - d) flexible work hour is strongly associated with firm's innovation.
7. Which of the following is *not* one of the purposes of the literature review?
- a) To ensure that research effort is positioned relative to existing knowledge and builds on this knowledge.
 - b) To ensure that the researcher looks at a problem from a specific angle.
 - c) To ensure that the researcher depends on her personal experience and knowledge.
 - d) To ensure that the researcher does not waste effort on trying to rediscover something that is already known.
8. The null hypothesis is set so that.....
- a) the alternate hypothesis becomes testable.
 - b) The alternate hypothesis is reusable.
 - c) The alternate hypothesis is rejected.
 - d) The alternate hypothesis becomes irrelevant.
9. What would be the nature of the study that would be designed when an auditor is interested in knowing the relationship among the three variables – depreciation, assets accounting, and taxes paid.
- a) Exploratory
 - b) Hypothesis testing
 - c) Descriptive
 - d) Information gathering

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10. What would be the nature of the study that would be designed when the head-nurse in a hospital would like to have a profile of the patients that come to her ward?
- a) Exploratory
 - b) Hypothesis testing
 - c) Descriptive
 - d) Information gathering
11. Bias can be reduced in interviewing by.....
- a) phrasing questions so that they do lead the interviewee to respond in a particular manner.
 - b) establishing trust with the respondent.
 - c) evaluating and judging the interviewee's response.
 - d) placing special emphasis on specific words.
12. In which of the following circumstances is the choice of observation as a method to collect data not appropriate?
- a) Eliciting verbal responses about actions and behaviour from the subjects.
 - b) Gathering behavioural data without asking questions
 - c) Studying the subjects in their natural work environment
 - d) All of the above
13. Structured observation can be used for
- a) challenging the researchers' views.
 - b) monitoring research progress.
 - c) testing hypothesis.
 - d) building personal research expertise.
14. If there is a strong correlation among the data obtained from different data collection methods on the same variable, then one can establish
- a) Concurrent validity
 - b) Convergent validity
 - c) Component validity
 - d) Conductive validity

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15. The difference between measures and indicators is that

- a) indicators are unambiguous quantities, whereas measures are subjective and value laden.
- b) measures are unambiguous quantities, whereas indicators are devised from common sense understandings.
- c) indicators have a more direct relationship to the underlying concept than measures.
- d) measures are intuitively devised and then applied as if they were direct indicators of a concept.

16. How is the interval scale more sophisticated than the nominal and ordinal scales?

- a) By ranking the subjects based on significance
- b) By grouping the subjects based on relevance
- c) By indicating the magnitude of the differences among the subjects
- d) By substituting the values among the subjects

17. Data coding involves

- a) substituting the participants' responses with the researchers responses so they can be entered into a database.
- b) assigning outliers to the participants' responses so they can be entered into the a database.
- c) substituting the participants' responses with observation so they can be entered into a database.
- d) assigning a number to the participants' responses so they can be entered into a database.

18. The three measures of central tendencies are

- a) the mean, the median, and the mode
- b) the standard deviation, the range, and the variance
- c) the mean, the standard deviation, and the range
- d) the mean, the median, and the standard deviation

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19. The probability of correctly rejecting the null hypothesis is called statistical power and it depends on
- a) Alpha.
 - b) effect size.
 - c) the sample size.
 - d) all of the above.
20. The flexibility and limited structure of qualitative research designs is an advantage because
- a) the researcher does not impose any predetermined formats on the social world.
 - b) it allows for unexpected results to emerge from the data.
 - c) the researcher can adapt their theories and methods as the project unfolds.
 - d) all of the above.

Section B: Answer ALL. The distribution of the marks for each question is given.
[Total 70 marks]

QUESTION B1 [30 Marks]

- i) Concerned about her current customer base, Sophia Adams, the managing partner at Adams auditing firm started to think of factors that might affect the attractiveness of her firm. Of course, the provided service quality and the fees charged by the auditor seem two important factors. Next, she decides that reputation of the auditing firm also needs to be included in the framework as an independent variable. As illustrated by the dramatic effects of recent auditing scandals, reputation seems especially important for large auditors (i.e., auditing firms that are large in size). Finally, Sophia Adams thinks that also the proximity of the auditing firm to the customer is another variable to be included as an independent variable. Proximity very likely affects the possibility for the client to personally meet with the auditors on a regular basis and she knows from her own contact with customers that they perceive personal interactions as quite important.

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Required:

- (a) Identify the problem [5 Marks]
 - (b) Develop a diagram representing the conceptual model [6 Marks]
 - (c) Develop the hypotheses. [9 Marks]
- ii) Discuss why it is necessary to specify the limitations of the study in the research report? [10 Marks]

Question B2 [20 marks]

A research design serves as a roadmap for conducting a research. It provides a plan for the collection, measurement, and analysis of data that would guide you in answering your research questions. Another important aspect in the research design is the determination of the unit of analysis, which refers to the level of aggregation of the data collected during the subsequent data analysis stage.

Required:

- (i) Explain the importance of considering basic research design issues before conducting the study. [10 marks]
- (ii) Discuss why the unit of analysis is an integral part of the research design. [10 marks]

Question B3 [20 marks]

The Board of Directors of a leading private university located in the Klang Valley wants to determine the attitude of their students toward various aspects of the University. The university, founded in 1997, is a fully accredited privately financed university with 17,000 students. The university specializes in the social sciences and engineering and has 5 faculties, 6 service departments, 8 research centers, and 2 graduate schools. The Board has asked you to come up with a sampling plan.

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Required:

- (i) Develop a sampling design by paying attention to the following aspects:
- (a) target population;
 - (b) the sampling frame;
 - (c) the sample technique; and
 - (d) the sample size. **[10 marks]**
- (ii) Compare and contrast random sampling and systematic (non-sampling) errors. **[10 marks]**

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